

ABSTRACT

- Title:** The analysis of the issue of hosting the Olympic Games.
- Objectives:** The aim of this thesis is to describe the functioning of the Olympic Movement, the development of the Olympic Games size, the development of the Olympic Marketing, the bidding process for the Games and to examine this reality in light of the problems each subject creates. Identify positive and negative aspects of the Olympic Games through SWOT analysis. Furthermore, this thesis aims to determine how the Olympic Agenda 2020 is changing the function of the Olympic Movement, the Olympic Games and how it contributes to the future sustainability of games.
- Used methods:** This thesis is a theoretical paper that has a descriptive and analytical nature, so the main method used is an analysis and study of documents, literature and web sources. The information was analyzed and comprehensively processed.
- Results:** Identified problems can be summarized in these points: Decreased interest in bidding for the Olympics due to non existing government guarantees, rejection of Olympics from residents, negative perception of gigantism. Hosting the Olympics is historically linked with cost overruns, for the Summer Games of 230%, for the Winter Games of 94%. China is expected to become the sport epicenter. Gigantism threatens Olympic ideals and legacy of the Olympic Games. Olympic Agenda 2020 addresses the identified problems in these following measures: Setting the framework for the Olympic program. Permission to organize entire sports or disciplines outside the host city or country. Introduction of an invitation phase to the bidding process.
- Key words:** Olympic Games, host city, Olympic Marketing, Olympic Movement, bidding for Olympics.